

PATENT

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Date: 6-11-01

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GAU 2768  
2161  
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Heckerman, *et al.*

Examiner: Unknown

Serial No: 09/450,262

Art Unit: 2768

Filing Date: November 29, 1999

Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH

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As assignee of record of the entire interest of the above identified application, by virtue of an assignment recorded in the U.S. Patent and Trademark Office on **November 29, 1999** at **Reel 010418** and **Frame 0823**, hereby revokes all power of attorney previously given, and the following attorney(s) and/or agent(s) are hereby appointed to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

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MICROSOFT CORPORATION, a corporation formed under the laws of the state of Washington certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an assignment from the inventor of the application identified above. The assignment was recorded with the U.S. Patent and Trademark Office November 29, 1999 at Reel 010418 and Frame 0823.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of the undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true, and further that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

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